

For permission to reprint this information in whole or in part, contact the Director of Publications.

NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

© 1989 Laventhol & Horwath

JUNE 1989 COMPARED WITH JUNE 1988

OCCUPANCIES CONTINUE TO RISE RATES MODERATE

In the U.S. lodging industry, the national occupancy rate for the month of June rose to 72.1 percent, 2.0 percent above June 1988 levels. With the exception of properties located in the Northeast and to a lesser extent, center city operations, most segments of the industry reported healthy demand growth in June. The falling occupancy rates of the Northeast region have become very noticeable. For the first half of 1989, occupancies for this particular region declined 3.7 percent. The situation has become especially evident in the New England and Middle Atlantic areas. Continuing this downward trend, these divisions of the nation have had decreasing occupancies of 4.6 and 3.4, respectively, for the month of June. On a year-to-date analysis, their occupancies stand at negative rates of 6.2 and 4.2, respectively.

Moderate increases in total revenues were achieved by properties in virtually every region and location. A 5.7 percent rise in room sales together with 2.6 percent increase in food and beverage sales and a 8.2 percent jump in revenues from other sources combined increased total sales 1.8 percent when compared to the same month last year. Revenues increased a modest 5.1 percent during the month of June. Room sales per occupied room increased only 2.3 percent to \$71.61, but rose 3.8 percent when compared on a year-to-date basis.

Food & Beverage operations showed only a 0.9 percent increase in the number of covers served the first half of 1989. Average receipt per cover stands at \$12.20, up from \$11.97 the previous year. Year-to-date receipt per cover is \$12.43. Simultaneously, food and beverage sales increased 2.6 percent this month and 4.7 percent for the first six months of this year. Sales per occupied room stands at \$42.00, up from \$41.52 the previous year. Year-to-date food and beverage sales per occupied room reports at \$45.58.

SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

	This Month	Percentage Changes*
TOTAL U.S.A.	66.7%	-0.6%
AFFILIATION:		
Chain	66.9	-0.7
Independent	68.1	5.7
CENSUS REGION:		
Northeast	72.9	2.0
North Central	60.1	-3.4
South	68.6	-0.9
West	65.1	3.5
CENSUS DIVISION:		
New England	64.4	-3.2
Middle Atlantic	76.7	2.7
South Atlantic	74.2	3.9
East North Central	62.2	-3.0
East South Central	**	**
West North Central	57.2	-0.9
West South Central	60.4	-4.3
Mountain	59.7	5.1
Pacific	67.5	0.3
LOCATION:		
Center City	65.6	-3.4
Suburban	64.3	0.8
Airport	73.4	5.8
Highway	64.1	-4.2
Resort	73.3	5.0
SIZE:		
Under 150 rooms	63.6	-2.6
150 to 299 rooms	63.7	-0.8
300 to 600 rooms	67.4	-1.3
Over 600 rooms	75.6	5.9
TYPE:		
Hotel	67.4	1.2
Motor Hotel	67.0	0.2
Economy	68.0	-0.3

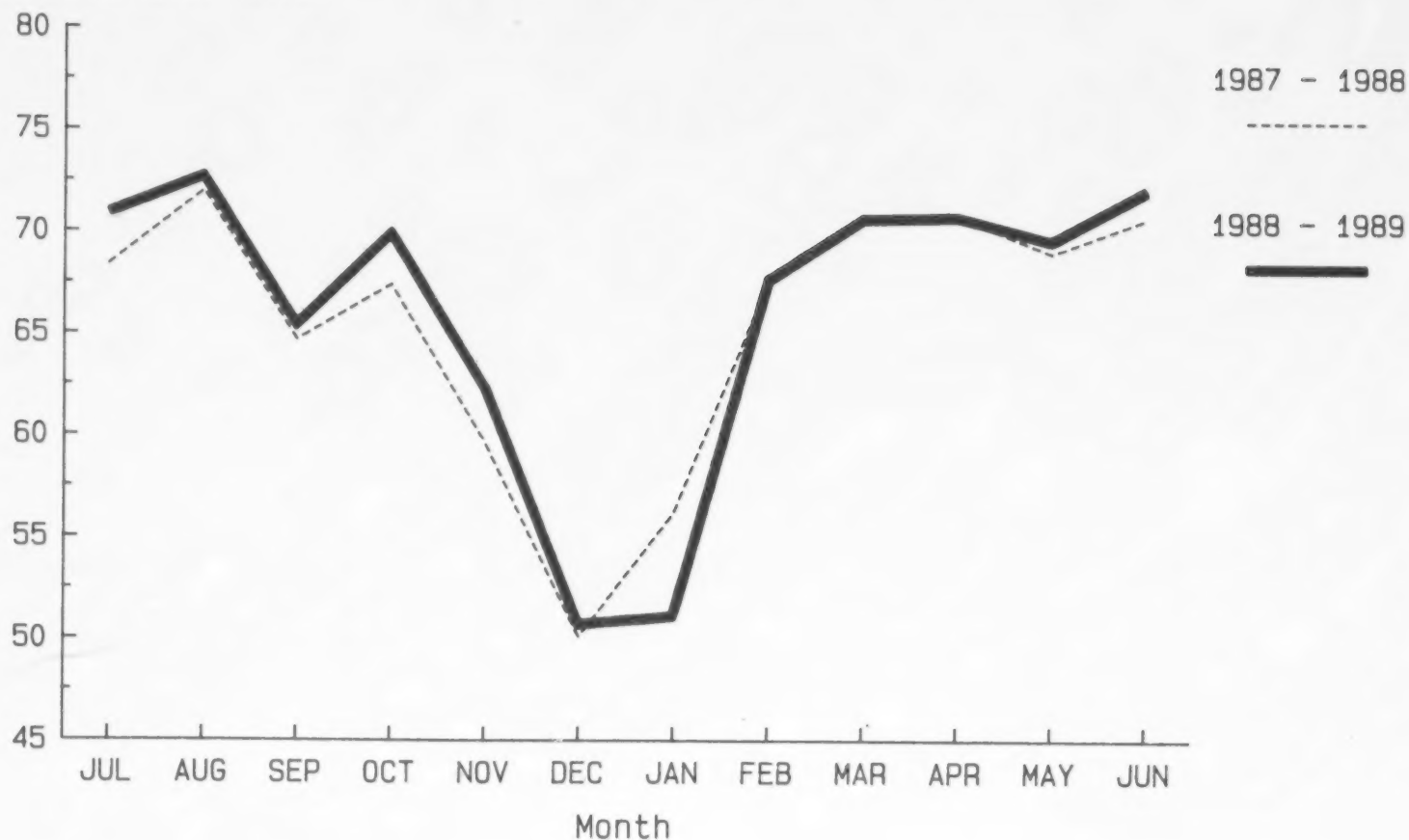
* FROM PREVIOUS MONTH

** INSUFFICIENT RESPONSE

Mark Lomanno, Director
Myra Nyz, Consultant
Research Division

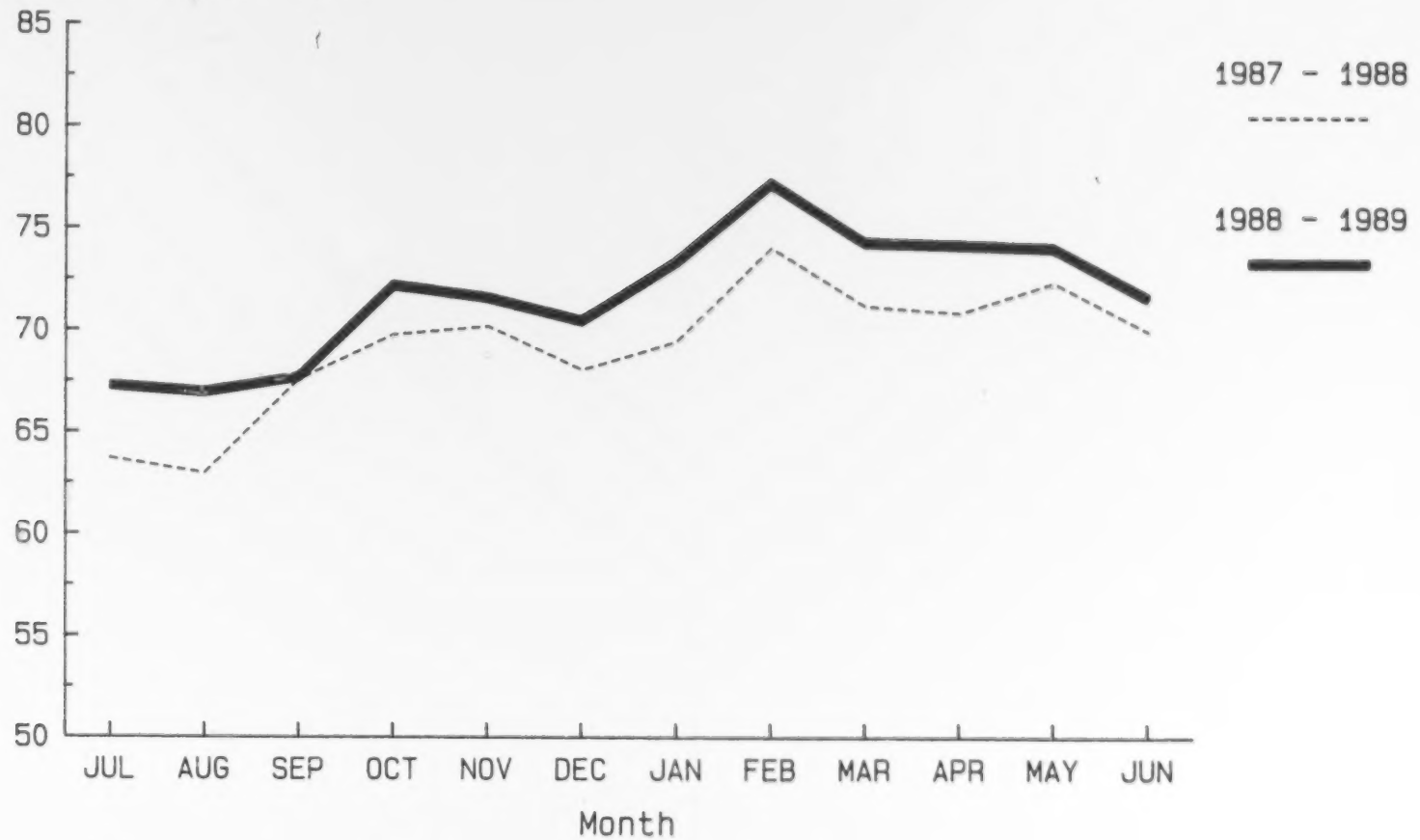
NATIONAL OCCUPANCY RATE
JULY 1987 - JUNE 1988
JULY 1988 - JUNE 1989

NATIONAL OCCUPANCY RATE



NATIONAL AVERAGE ROOM RATE
JULY 1987 - JUNE 1988
JULY 1988 - JUNE 1989

NATIONAL AVERAGE ROOM RATE



ROOMS REPORT - JUNE 1989 COMPARED WITH JUNE 1988

	OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		ROOM SALES PER GUEST		ROOMS PAYROLL PER OCCUPIED ROOM		ROOMS PAYROLL PERCENT OF ROOMS SALES	
	1989	1988	1989	1988	1989	1988	1989	1988	1989	1988	1989	1988
TOTAL	72.1	70.7	70.1	69.2	\$ 71.61	\$ 69.97	\$ 47.66	\$ 46.58	\$ 17.84	\$ 17.21	20.6	20.4
CENSUS REGION:												
Northeast	77.8	80.8	46.2	47.4	\$112.30	\$107.99	\$ 81.14	\$ 76.81	\$ 24.86	\$ 23.02	20.9	20.2
North Central	68.0	67.0	44.3	44.2	58.70	57.09	42.41	41.17	12.45	12.05	20.7	20.5
South	72.2	69.0	92.3	92.3	59.92	57.47	34.68	33.47	14.16	14.14	19.9	20.4
West	68.6	67.5	64.5	61.0	65.85	65.27	46.31	45.95	14.88	13.93	22.5	22.1
CENSUS DIVISION:												
New England	72.3	75.8	48.1	43.3	\$ 89.19	\$ 88.80	\$ 60.48	\$ 62.09	\$ 18.57	\$ 17.85	19.1	18.6
Middle Atlantic	80.5	83.3	45.9	48.2	122.57	116.51	85.09	79.44	26.49	24.34	21.3	20.6
South Atlantic	76.0	71.2	107.9	108.1	61.27	58.77	32.84	31.75	14.83	15.28	20.3	21.3
East North Central	69.8	68.9	44.5	43.7	60.00	58.51	43.10	42.36	12.29	11.78	19.7	19.4
East South Central	*	*	*	*	*	*	*	*	*	*	*	*
West North Central	65.2	64.1	43.7	45.4	56.56	54.73	40.69	38.26	12.88	12.77	23.8	24.1
West South Central	64.4	64.5	48.5	52.1	56.68	54.60	41.96	39.46	12.35	11.39	18.7	17.9
Mountain	63.6	63.3	47.7	39.1	50.57	52.48	29.76	31.48	15.31	14.54	32.0	30.3
Pacific	71.5	70.2	65.9	62.7	73.68	72.93	47.52	46.91	14.78	13.79	21.0	20.7
AFFILIATION:												
Chain	72.0	71.1	67.9	65.4	\$ 70.67	\$ 68.86	\$ 48.01	\$ 47.09	\$ 17.72	\$ 16.93	20.4	20.1
Independent	72.2	69.2	79.0	85.3	76.33	75.69	46.31	44.69	18.48	18.86	22.0	22.0
LOCATION:												
Center City	70.3	72.4	50.8	53.7	\$ 95.15	\$ 91.93	\$ 68.78	\$ 64.45	\$ 22.34	\$ 20.65	20.7	20.0
Suburban	70.3	68.0	59.5	59.9	60.00	58.33	39.73	38.41	12.82	12.41	19.4	19.6
Airport	71.0	68.0	41.6	43.7	55.59	54.21	44.91	43.34	12.00	11.98	19.7	20.1
Highway	75.7	72.0	104.4	98.3	47.17	46.42	23.88	24.27	10.85	11.35	22.1	21.9
Resort	75.2	71.9	121.6	116.8	77.60	73.23	38.81	37.77	17.94	18.18	21.2	22.6
SIZE:												
Under 150 Rooms	70.3	68.7	70.4	66.9	\$ 51.11	\$ 49.32	\$ 32.09	\$ 31.53	\$ 14.87	\$ 14.22	28.3	28.2
150 - 299 Rooms	68.8	66.5	63.4	62.1	62.03	60.82	40.74	40.25	14.94	14.69	20.1	20.1
300 - 600 Rooms	72.0	70.8	66.8	66.5	76.33	73.68	49.34	47.61	15.93	15.38	19.0	18.8
Over 600 Rooms	78.4	78.5	79.5	79.1	93.89	92.23	57.54	55.96	22.45	21.36	21.1	20.8
TYPE:												
Hotel	71.2	70.4	60.8	61.5	\$ 85.12	\$ 83.22	\$ 57.46	\$ 55.65	\$ 19.19	\$ 18.46	20.3	20.0
Motel	72.4	70.2	80.6	78.7	47.36	45.90	28.81	28.48	11.13	10.57	21.1	20.2
Economy	76.7	75.5	96.2	102.4	40.80	39.24	21.21	19.77	11.70	11.69	33.3	35.1
All Suites	75.9	73.3	123.7	97.4	81.85	78.64	38.76	41.97	19.53	19.80	20.9	22.2

* Insufficient Response

YEAR TO DATE ROOMS REPORT - AS OF JUNE 1989

	OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		ROOM SALES PER GUEST		ROOMS PAYROLL PER OCCUPIED ROOM		ROOMS PAYROLL PERCENT OF ROOMS SALES	
	1989	1988	1989	1988	1989	1988	1989	1988	1989	1988	1989	1988
TOTAL	67.6	67.2	62.0	60.9	\$ 74.19	\$ 71.43	\$ 52.51	\$ 50.74	\$ 18.33	\$ 17.33	20.4	20.2
CENSUS REGION:												
Northeast	68.3	71.7	43.7	42.2	\$110.71	\$104.74	\$ 80.42	\$ 76.62	\$ 26.41	\$ 23.97	22.8	21.9
North Central	59.5	59.9	37.6	38.0	57.00	55.11	42.31	41.16	13.89	13.19	23.6	23.1
South	71.0	68.8	78.7	78.5	68.42	65.07	45.18	43.01	15.31	14.73	17.8	18.0
West	62.7	63.0	54.2	52.5	66.87	65.89	49.08	48.52	14.90	14.06	22.5	21.8
CENSUS DIVISION:												
New England	61.0	65.0	38.9	35.4	\$ 83.11	\$ 80.11	\$ 61.02	\$ 59.72	\$ 20.22	\$ 18.70	22.9	22.3
Middle Atlantic	71.3	74.4	44.6	43.6	120.57	113.59	84.20	79.85	28.04	25.35	22.8	21.9
South Atlantic	73.2	72.9	91.2	91.0	73.02	69.04	45.40	42.87	16.20	15.59	17.6	18.0
East North Central	60.5	61.4	35.4	35.4	58.65	56.26	44.62	43.27	14.14	13.22	23.0	22.4
East South Central	47.4	53.0	16.5	17.1	44.45	45.56	40.52	43.43	*	*	*	*
West North Central	57.6	57.0	42.8	44.4	53.69	52.77	37.07	36.31	13.26	13.09	25.2	25.2
West South Central	62.5	60.6	45.1	45.3	56.85	55.21	44.48	43.52	12.65	12.23	18.2	18.0
Mountain	55.3	54.3	34.7	33.7	51.68	52.10	38.91	40.25	12.17	12.10	22.7	22.1
Pacific	66.7	68.2	56.5	54.7	73.61	72.47	50.09	49.34	15.85	14.79	22.4	21.7
AFFILIATION:												
Chain	67.7	67.4	59.6	57.9	\$ 71.41	\$ 68.77	\$ 51.21	\$ 49.69	\$ 17.79	\$ 16.74	20.6	20.2
Independent	67.0	66.0	72.8	74.5	87.90	84.82	57.75	54.92	21.47	20.85	19.7	20.1
LOCATION:												
Center City	66.0	66.7	48.7	48.0	\$ 93.72	\$ 89.63	\$ 68.23	\$ 65.12	\$ 22.84	\$ 21.26	21.7	21.2
Suburban	64.2	62.7	49.6	48.5	59.43	58.45	41.56	41.15	13.72	13.15	21.4	21.1
Airport	68.5	69.2	35.0	36.6	58.24	56.23	48.50	47.00	13.41	12.79	20.9	20.7
Highway	67.4	66.7	91.0	85.6	47.75	46.52	27.51	27.48	12.25	10.92	22.1	20.1
Resort	73.9	72.1	99.8	100.8	93.46	88.05	54.28	50.99	18.40	17.88	16.3	16.9
SIZE:												
Under 150 Rooms	64.0	63.7	59.5	58.3	\$ 51.19	\$ 49.25	\$ 34.85	\$ 33.80	\$ 15.35	\$ 14.29	27.4	26.7
150 - 299 Rooms	64.9	63.7	55.4	53.9	63.16	61.44	44.34	43.71	15.18	14.65	20.6	20.6
300 - 600 Rooms	68.3	68.1	60.2	60.5	79.01	75.66	54.02	51.66	16.11	15.61	18.5	18.7
Over 600 Rooms	73.8	74.3	70.9	68.7	101.20	96.72	64.44	61.85	23.53	21.63	20.9	20.3
TYPE:												
Hotel	67.7	67.6	54.1	53.5	\$ 88.79	\$ 85.28	\$ 62.80	\$ 60.26	\$ 19.72	\$ 18.68	20.1	20.0
Motor Hotel	66.8	66.2	70.5	67.6	47.37	45.86	30.32	29.96	12.06	10.83	22.3	20.7
Economy	64.7	64.3	85.8	87.9	38.51	37.33	21.95	21.22	12.55	12.23	36.0	36.2
All Suites	73.2	71.4	114.6	111.8	88.49	84.79	44.70	43.52	20.35	19.91	18.8	19.2

* Insufficient Response

TREND REPORT JUNE 1989 COMPARED WITH JUNE 1988

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JUN	% CHG	JUN	% CHG	JUN	% CHG	JUN	% CHG
TOTAL	5.1	5.7	2.6	8.2	72.1	2.0	70.1	1.3	\$ 71.61	2.3	\$ 96.94	1.8
CENSUS REGION:												
Northeast	-0.8	-0.6	-2.3	2.2	77.8	-3.7	46.2	-2.5	\$112.30	4.0	\$158.25	3.8
North Central	4.4	3.6	6.3	6.3	68.0	1.5	44.3	0.2	58.70	2.8	85.02	3.6
South	7.9	9.1	2.0	14.0	72.2	4.6	92.3	-	59.92	4.3	78.94	3.1
West	11.3	10.7	12.7	23.9	68.6	1.6	64.5	5.7	65.85	0.9	85.72	1.4
CENSUS DIVISION:												
New England	-3.6	-3.9	-1.6	-6.1	72.3	-4.6	48.1	11.1	\$ 89.19	0.4	\$110.73	0.8
Middle Atlantic	-0.1	0.5	-2.4	2.9	80.5	-3.4	45.9	-4.8	122.57	5.2	179.38	4.6
South Atlantic	10.1	11.9	2.8	15.9	76.0	6.7	107.9	-0.2	61.27	4.3	82.09	2.6
East North Central	3.6	3.1	4.2	6.9	69.8	1.3	44.5	1.8	60.00	2.5	89.25	3.0
East South Central	*	*	*	*	*	*	*	*	*	*	*	*
West North Central	6.0	4.6	10.9	4.7	65.2	1.7	43.7	-3.7	56.56	3.3	78.08	4.8
West South Central	2.3	2.6	-0.3	7.6	64.4	-0.2	48.5	-6.9	56.68	3.8	71.40	3.5
Mountain	-3.5	-4.3	5.1	29.7	63.6	0.5	47.7	22.0	50.57	-3.6	53.91	-2.8
Pacific	16.1	17.2	13.0	21.7	71.5	1.9	65.9	5.1	73.68	1.0	102.04	0.1
AFFILIATION:												
Chain	5.0	5.7	1.7	8.1	72.0	1.3	67.9	3.8	\$ 70.67	2.6	\$ 93.44	1.9
Independent	5.6	5.4	5.4	8.4	72.2	4.3	79.0	-7.4	76.33	0.8	114.57	1.0
LOCATION:												
Center City	-0.3	0.2	-2.8	4.2	70.3	-2.9	50.8	-5.4	\$ 95.15	3.5	\$131.39	3.0
Suburban	7.6	7.3	9.2	7.4	70.3	3.4	59.5	-0.7	60.00	2.9	78.05	3.2
Airport	13.1	15.5	5.9	8.1	71.0	4.4	41.6	-4.8	55.59	2.5	72.78	0.5
Highway	8.3	8.0	9.3	13.5	75.7	5.1	104.4	6.2	47.17	1.6	56.46	1.9
Resort	10.7	11.7	6.9	18.2	75.2	4.6	121.6	4.1	77.60	6.0	113.34	5.1
SIZE:												
Under 150 Rooms	7.2	7.4	6.2	9.3	70.3	2.3	70.4	5.2	\$ 51.11	3.6	\$ 61.36	3.5
150 - 299 Rooms	6.8	6.6	8.0	4.8	68.8	3.5	63.4	2.1	62.03	2.0	84.01	2.2
300 - 600 Rooms	8.4	8.6	7.2	12.4	72.0	1.7	66.8	0.5	76.33	3.6	106.23	3.4
Over 600 Rooms	-0.3	1.3	-6.7	6.7	78.4	-0.1	79.5	0.5	93.89	1.8	129.36	0.2
TYPE:												
Hotel	4.4	4.8	2.4	8.3	71.2	1.1	60.8	-1.1	\$ 85.12	2.3	\$120.54	1.9
Motor Hotel	7.7	8.0	5.7	9.5	72.4	3.1	80.6	2.4	47.36	3.2	56.67	2.9
Economy	9.5	9.3	16.9	7.8	76.7	1.6	96.2	-6.1	40.80	4.0	42.44	4.1
All Suites	5.7	7.1	-2.1	5.8	75.9	3.5	123.7	27.0	81.85	4.1	103.85	2.7

* Insufficient Response
- No Change

YEAR TO DATE TREND REPORT - AS OF JUNE 1989

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JUN	% CHG	JUN	% CHG	JUN	% CHG	JUN	% CHG
TOTAL	5.8	5.7	4.7	12.4	67.6	0.6	62.0	1.8	\$ 74.19	3.8	\$104.96	3.9
CENSUS REGION:												
Northeast	0.9	0.5	0.3	6.7	68.3	-4.7	43.7	3.6	\$110.71	5.7	\$138.58	6.1
North Central	2.7	2.2	2.6	10.7	59.5	-0.7	37.6	-1.1	57.00	3.4	89.54	3.9
South	8.3	8.3	6.4	16.5	71.0	3.2	78.7	0.3	68.42	5.1	96.15	5.2
West	8.0	8.0	7.8	10.4	62.7	-0.5	54.2	3.2	66.87	1.5	90.51	1.5
CENSUS DIVISION:												
New England	-1.4	-1.8	-0.9	7.9	61.0	-6.2	38.9	9.9	\$ 83.11	3.7	\$103.71	4.2
Middle Atlantic	1.4	1.1	0.5	6.6	71.3	-4.2	44.6	2.3	120.57	6.1	178.18	6.4
South Atlantic	9.1	9.3	6.5	17.2	75.2	3.2	91.2	0.2	73.02	5.8	104.95	5.5
East North Central	2.5	2.3	1.5	12.2	60.5	-1.5	35.4	-	58.65	4.2	91.97	4.5
East South Central	-10.4	-12.8	-5.1	*	47.4	-10.6	16.5	-3.5	44.45	-2.4	62.04	0.2
West North Central	3.1	2.1	4.7	6.6	57.6	1.1	42.8	-3.6	53.69	1.7	84.68	2.8
West South Central	5.7	5.2	6.2	12.5	62.5	3.1	45.1	-0.4	56.85	3.0	73.86	3.4
Mountain	-0.3	0.6	-6.4	-1.8	55.3	1.8	34.7	3.0	51.68	-0.8	60.28	-1.7
Pacific	10.4	10.6	9.6	18.2	66.7	-2.2	56.5	3.3	73.61	1.6	103.93	1.4
AFFILIATION:												
Chain	5.4	5.5	4.0	11.0	67.7	0.4	59.6	2.9	\$ 71.41	3.8	\$ 98.20	3.7
Independent	7.2	6.7	6.5	15.9	67.0	1.5	72.8	-2.3	87.90	3.6	138.34	4.2
LOCATION:												
Center City	3.4	3.4	2.3	8.0	66.0	-1.0	48.7	1.5	\$ 93.72	4.6	\$133.15	4.6
Suburban	5.6	5.3	5.3	13.1	64.2	2.4	49.6	2.3	59.43	1.7	80.74	1.9
Airport	5.9	7.4	0.1	12.6	68.5	-1.0	35.0	-4.4	58.24	3.6	78.19	2.1
Highway	5.1	4.7	5.9	12.9	67.4	1.0	91.0	6.3	47.75	2.6	59.84	3.0
Resort	10.2	9.8	9.0	18.5	73.9	2.5	99.8	-1.0	93.46	6.1	145.22	6.5
SIZE:												
Under 150 Rooms	5.1	5.5	2.5	8.4	64.0	0.5	59.5	2.1	\$ 51.19	3.9	\$ 62.10	3.5
150 - 299 Rooms	6.1	6.2	5.2	7.7	64.9	1.9	55.4	2.8	63.16	2.8	87.40	2.6
300 - 600 Rooms	6.4	6.1	5.8	14.1	68.3	0.3	60.2	-0.5	79.01	4.4	115.42	4.7
Over 600 Rooms	5.2	5.0	3.5	14.1	73.8	-0.7	70.9	3.2	101.20	4.6	149.32	4.8
TYPE:												
Hotel	5.8	5.5	4.8	13.0	67.7	0.1	54.1	1.1	\$ 88.79	4.1	\$132.04	4.3
Motor Hotel	5.4	5.6	4.3	8.8	66.8	0.9	70.5	4.3	47.37	3.3	58.24	3.2
Economy	6.8	6.6	11.5	13.9	64.7	0.6	85.8	-2.4	38.51	3.2	39.93	3.4
All Suites	7.2	8.2	1.4	9.7	73.2	2.5	114.6	2.5	88.49	4.4	113.95	3.4

* Insufficient Response
- No Change

VARIATION REPORT - JUNE 1989 COMPARED WITH JUNE 1988

	SALES PERCENT CHANGE						SALES PER OCCUPIED ROOM PERCENT CHANGE				PAYROLL PER OCCUPIED ROOM PERCENT CHANGE		
	TOTAL	ROOMS	F&B	FOOD	BEV	OTHER	TOTAL	ROOMS	F&B	OTHER	TOTAL	ROOMS	F&B
TOTAL	5.1	5.7	2.6	2.9	1.8	8.2	1.8	2.3	1.2	7.3	4.2	3.7	2.4
CENSUS REGION:													
Northeast	-0.8	-0.6	-2.3	-2.2	-2.5	2.2	3.8	4.0	1.9	6.6	10.3	8.0	8.5
North Central	4.4	3.6	6.3	7.7	1.9	6.3	3.6	2.8	5.2	7.0	3.0	3.3	0.9
South	7.9	9.1	2.0	2.4	0.9	14.0	3.1	4.3	-1.4	9.5	-1.0	0.1	-1.7
West	11.3	10.7	12.7	12.3	13.8	23.9	1.4	0.9	5.5	13.3	5.4	6.8	3.0
CENSUS DIVISION:													
New England	-3.6	-3.9	-1.6	-0.9	-3.3	-6.1	0.8	0.4	2.0	-2.5	4.4	4.0	4.2
Middle Atlantic	-0.1	0.5	-2.4	-2.5	-2.4	2.9	4.6	5.2	1.9	7.4	11.5	8.8	9.1
South Atlantic	10.1	11.9	2.8	3.1	1.9	15.9	2.6	4.3	-3.6	8.1	-3.6	-2.9	-4.6
East North Central	3.6	3.1	4.2	5.6	0.1	6.9	3.0	2.5	1.2	6.8	1.7	4.3	-2.9
East South Central	*	*	*	*	*	*	*	*	*	*	*	*	*
West North Central	6.0	4.6	10.9	12.3	6.3	4.7	4.8	3.3	14.7	7.0	6.3	0.9	10.3
West South Central	2.3	2.6	-0.3	0.3	-2.1	7.6	3.5	3.8	3.3	10.8	5.2	8.4	5.3
Mountain	-3.5	-4.3	5.1	12.0	-12.2	29.7	-2.8	-3.6	-0.2	20.2	5.6	5.3	5.7
Pacific	16.1	17.2	13.0	12.3	15.5	21.7	0.1	1.0	5.7	10.8	5.3	7.2	2.3
AFFILIATION:													
Chain	5.0	5.7	1.7	2.0	0.9	8.1	1.9	2.6	0.8	8.3	5.3	4.7	3.5
Independent	5.6	5.4	5.4	5.7	4.7	8.4	1.0	0.8	1.3	2.9	-1.6	-2.0	-2.8
LOCATION:													
Center City	-0.3	0.2	-2.8	-2.6	-3.4	4.2	3.0	3.5	1.8	9.0	8.7	8.2	6.3
Suburban	7.6	7.3	9.2	9.4	8.5	7.4	3.2	2.9	1.6	3.0	5.6	3.3	1.0
Airport	13.1	15.5	5.9	7.3	1.4	8.1	0.5	2.5	2.8	4.7	2.7	0.2	5.5
Highway	8.3	8.0	9.3	11.9	2.3	13.5	1.9	1.6	-3.8	-2.3	-5.9	-4.4	-11.9
Resort	10.7	11.7	6.9	6.5	8.1	18.2	5.1	6.0	1.7	12.3	-2.3	-1.3	-1.9
SIZE:													
Under 150 Rooms	7.2	7.4	6.2	7.3	2.6	9.3	3.5	3.6	3.0	10.7	6.4	4.6	7.8
150 - 299 Rooms	5.8	6.6	8.0	8.5	6.4	4.8	2.2	2.0	4.4	0.7	1.0	1.7	0.2
300 - 600 Rooms	8.4	8.6	7.2	7.3	6.9	12.4	3.4	3.6	4.4	10.0	4.4	3.6	2.4
Over 600 Rooms	-0.3	1.3	-6.7	-6.5	-7.2	6.7	0.2	1.8	-4.8	8.9	5.9	5.1	3.7
TYPE:													
Hotel	4.4	4.8	2.4	2.5	2.1	8.3	1.9	2.3	1.0	7.7	4.6	4.0	2.3
Motor Hotel	7.7	8.0	5.7	7.7	-	9.5	2.9	3.2	4.4	7.9	2.5	5.3	6.3
Economy	9.5	9.3	16.9	13.5	29.5	7.8	4.1	4.0	13.3	6.9	0.5	0.1	*
All Suites	5.7	7.1	-2.1	-1.6	-3.5	5.8	2.7	4.1	-5.1	3.8	1.0	-1.4	-2.1

* Insufficient Response
- No Change

YEAR TO DATE VARIATION REPORT - AS OF JUNE 1989

	SALES PERCENT CHANGE						SALES PER OCCUPIED ROOM PERCENT CHANGE				PAYROLL PER OCCUPIED ROOM PERCENT CHANGE		
	TOTAL	ROOMS	F&B	FOOD	BEV	OTHER	TOTAL	ROOMS	F&B	OTHER	TOTAL	ROOMS	F&B
TOTAL	5.8	5.7	4.7	5.3	2.7	12.4	3.9	3.8	3.6	11.5	5.6	5.8	3.6
CENSUS REGION:													
Northeast	0.9	0.5	0.3	1.3	-2.6	6.7	6.1	5.7	5.1	12.4	11.4	10.2	8.7
North Central	2.7	2.2	2.6	3.4	-	10.7	3.9	3.4	2.5	10.6	3.1	5.3	1.1
South	8.3	8.3	6.4	6.6	5.8	16.5	5.2	5.1	3.5	12.9	3.3	3.9	1.9
West	8.0	8.0	7.8	9.1	3.9	10.4	1.5	1.5	3.4	2.5	3.2	6.0	1.4
CENSUS DIVISION:													
New England	-1.4	-1.8	-0.9	0.1	-3.7	7.9	4.2	3.7	6.7	16.7	6.3	8.1	8.9
Middle Atlantic	1.4	1.1	0.5	1.5	-2.5	6.6	6.4	6.1	4.9	11.8	12.3	10.6	8.6
South Atlantic	9.1	9.3	6.5	6.5	6.7	17.2	5.5	5.8	3.1	13.4	3.6	3.9	1.6
East North Central	2.5	2.3	1.5	2.2	-0.4	12.2	4.5	4.2	2.2	12.9	3.2	7.0	-0.5
East South Central	-10.4	-12.8	-5.1	-2.9	-14.3	*	0.2	-2.4	4.1	*	*	*	*
West North Central	3.1	2.1	4.7	6.0	0.8	6.6	2.8	1.7	3.2	5.4	2.8	1.3	4.4
West South Central	5.7	5.2	6.2	7.5	2.4	12.5	3.4	3.0	4.4	9.9	1.4	3.4	2.4
Mountain	-0.3	0.6	-6.4	-4.7	-11.2	-1.8	-1.7	-0.8	-9.1	-5.2	1.0	0.6	0.2
Pacific	10.4	10.6	9.6	10.7	5.8	18.2	1.4	1.6	4.8	8.1	4.0	7.2	1.5
AFFILIATION:													
Chain	5.4	5.5	4.0	4.8	1.6	11.0	3.7	3.8	3.1	10.4	5.9	6.3	4.3
Independent	7.2	6.7	6.5	6.8	5.7	15.9	4.2	3.6	4.4	13.4	4.0	3.0	0.7
LOCATION:													
Center City	3.4	3.4	2.3	3.1	-0.1	8.0	4.6	4.6	3.9	9.9	7.2	7.4	5.0
Suburban	5.6	5.3	5.3	6.2	2.6	13.1	1.9	1.7	1.1	11.3	3.9	4.3	3.0
Airport	5.9	7.4	0.1	1.6	-4.2	12.6	2.1	3.6	1.3	11.0	5.4	4.8	6.1
Highway	5.1	4.7	5.9	8.0	0.1	12.9	3.0	2.6	0.8	5.7	3.9	12.2	-5.8
Resort	10.2	9.8	9.0	8.7	9.6	18.5	6.5	6.1	5.4	15.0	4.9	2.9	2.6
SIZE:													
Under 150 Rooms	5.1	5.5	2.5	3.1	0.7	8.4	3.5	3.9	4.4	10.3	8.2	7.4	10.4
150 - 299 Rooms	6.1	6.2	5.2	6.2	2.4	7.7	2.6	2.8	2.8	3.9	2.3	3.6	2.5
300 - 600 Rooms	6.4	6.1	5.8	6.6	3.6	14.1	4.7	4.4	3.3	12.8	2.8	3.2	1.2
Over 600 Rooms	5.2	5.0	3.5	3.9	2.3	14.1	4.8	4.6	4.6	15.4	9.4	8.8	5.8
TYPE:													
Hotel	5.8	5.5	4.8	5.3	3.3	13.0	4.3	4.1	4.1	12.9	6.0	5.6	3.6
Motor Hotel	5.4	5.6	4.3	6.2	-1.0	8.8	3.2	3.3	2.8	6.0	6.6	11.4	6.5
Economy	6.8	6.6	11.5	10.4	15.3	13.9	3.4	3.2	3.7	11.4	3.1	2.6	*
All Suites	7.2	8.2	1.4	2.3	-1.1	9.7	3.4	4.4	-1.4	4.8	1.0	2.2	-0.7

* Insufficient Response

- No Change

FOOD AND BEVERAGE REPORT - JUNE 1989 COMPARED WITH JUNE 1988

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1989	1988	1989	1988	1989	1988	1989	1988	1989	1988	1989	1988	
TOTAL	\$ 42.00	\$ 41.52	\$ 12.20	\$ 11.97	0.30	0.30	0.21	0.22	49.2	48.0	\$ 8.13	\$ 7.95	0.9
CENSUS REGION:													
Northeast	\$ 52.87	\$ 51.86	\$ 15.49	\$ 15.78	0.27	0.26	0.19	0.20	50.9	47.8	\$ 10.27	\$ 9.81	-2.0
North Central	38.85	36.93	9.80	9.74	0.31	0.32	0.23	0.23	42.8	44.5	5.48	5.80	13.1
South	33.51	34.00	11.19	10.84	0.33	0.34	0.22	0.23	48.8	48.5	7.59	7.39	-2.1
West	49.79	47.19	11.47	10.46	0.32	0.33	0.24	0.26	55.0	54.6	7.63	6.99	3.6
CENSUS DIVISION:													
New England	\$ 55.45	\$ 54.36	\$ 13.83	\$ 13.05	0.31	0.31	0.23	0.24	45.8	44.9	\$ 8.33	\$ 8.27	-5.8
Middle Atlantic	52.39	51.41	15.88	16.44	0.27	0.26	0.19	0.19	51.8	48.3	10.66	10.13	-1.0
South Atlantic	36.27	37.64	12.55	12.35	0.33	0.34	0.22	0.22	48.3	48.0	8.41	8.32	-0.8
East North Central	37.59	37.14	9.23	9.36	0.32	0.33	0.24	0.24	42.4	44.0	5.17	5.59	15.5
East South Central	*	*	*	*	*	*	*	*	*	*	*	*	*
West North Central	41.85	36.48	10.91	10.46	0.30	0.32	0.21	0.22	43.7	45.8	6.17	6.24	9.2
West South Central	26.96	26.11	7.70	7.17	0.34	0.34	0.21	0.24	50.3	50.0	5.34	5.02	-4.9
Mountain	20.11	20.15	7.03	7.12	0.34	0.38	0.23	0.25	63.8	64.9	5.59	5.69	23.0
Pacific	53.51	50.64	11.73	10.62	0.32	0.33	0.24	0.26	53.6	53.0	8.10	7.23	2.6
AFFILIATION:													
Chain	\$ 38.08	\$ 37.78	\$ 12.24	\$ 12.12	0.30	0.30	0.20	0.21	49.7	47.7	\$ 8.27	\$ 8.10	1.6
Independent	60.39	59.63	12.06	11.44	0.31	0.33	0.25	0.26	47.5	49.2	7.53	7.32	-1.2
LOCATION:													
Center City	\$ 43.61	\$ 42.85	\$ 13.87	\$ 13.95	0.28	0.27	0.20	0.21	53.1	50.7	\$ 9.93	\$ 9.72	-1.5
Suburban	36.54	35.96	10.74	10.61	0.32	0.33	0.23	0.23	42.3	41.8	6.53	6.56	6.9
Airport	34.00	33.08	10.69	10.47	0.31	0.33	0.22	0.21	46.5	45.5	6.45	6.19	4.2
Highway	31.83	33.08	8.84	8.14	0.33	0.33	0.21	0.25	37.7	37.1	3.99	3.81	2.0
Resort	53.87	52.99	12.67	11.82	0.35	0.36	0.23	0.24	47.7	48.4	7.87	7.52	-1.4
SIZE:													
Under 150 Rooms	\$ 49.78	\$ 48.33	\$ 7.96	\$ 7.25	0.37	0.37	0.27	0.26	41.0	41.3	\$ 4.08	\$ 3.71	-2.6
150 - 299 Rooms	38.11	36.49	10.10	9.81	0.32	0.33	0.23	0.26	45.0	46.3	6.38	6.44	2.8
300 - 600 Rooms	42.73	40.92	13.17	12.62	0.31	0.31	0.22	0.22	46.7	46.3	8.13	8.06	3.4
Over 600 Rooms	43.05	45.24	14.74	15.15	0.28	0.27	0.18	0.18	56.0	51.3	11.37	10.75	-3.6
TYPE:													
Hotel	\$ 46.02	\$ 45.55	\$ 13.36	\$ 13.17	0.30	0.30	0.21	0.22	50.0	48.6	\$ 9.10	\$ 8.89	1.2
Motor Hotel	26.75	25.63	7.09	6.58	0.36	0.37	0.23	0.23	42.4	42.3	3.74	3.61	-0.6
Economy	8.01	7.07	5.15	4.76	0.30	0.31	*	*	*	*	*	*	11.3
All Suites	37.19	39.17	13.24	13.67	0.33	0.32	0.24	0.24	46.9	44.7	8.37	8.27	1.8

* Insufficient Response

YEAR TO DATE FOOD AND BEVERAGE REPORT - AS OF JUNE 1989

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED	% CHG
	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988		
TOTAL	\$ 45.58	\$ 44.00	\$ 12.43	\$ 11.90	0.31	0.31	0.21	0.21	47.1	47.0	\$ 8.04	\$ 7.73		0.9
CENSUS REGION:														
Northeast	\$ 50.93	\$ 48.47	\$ 13.99	\$ 13.38	0.28	0.28	0.20	0.20	54.6	52.9	\$ 11.90	\$ 11.11		-3.9
North Central	45.15	44.03	9.66	9.38	0.33	0.33	0.23	0.24	43.2	43.6	5.55	5.39		0.3
South	42.09	40.68	12.14	11.54	0.31	0.31	0.21	0.22	42.9	43.7	7.18	6.98		1.6
West	49.52	47.90	11.59	10.98	0.31	0.32	0.23	0.23	51.6	50.0	7.28	6.84		5.1
CENSUS DIVISION:														
New England	\$ 49.56	\$ 46.46	\$ 12.16	\$ 11.54	0.33	0.34	0.22	0.23	54.9	53.8	\$ 9.00	\$ 8.71		-4.1
Middle Atlantic	51.13	48.76	16.67	16.06	0.28	0.28	0.20	0.20	54.6	52.7	12.39	11.51		-3.8
South Atlantic	46.81	45.42	12.98	12.26	0.31	0.31	0.21	0.21	42.2	42.9	7.52	7.23		0.3
East North Central	43.70	42.78	9.39	9.14	0.33	0.34	0.24	0.24	42.5	43.1	5.42	5.29		-0.7
East South Central	19.12	18.36	*	*	*	*	*	*	*	*	*	*		*
West North Central	48.45	46.94	10.18	9.85	0.32	0.32	0.22	0.23	44.6	44.5	5.80	5.58		2.7
West South Central	29.16	27.93	9.29	8.92	0.32	0.32	0.21	0.22	46.0	47.5	5.99	6.10		6.7
Mountain	33.43	36.79	9.62	9.81	0.33	0.33	0.26	0.25	48.5	44.2	5.98	5.52		-3.2
Pacific	52.14	49.73	11.80	11.11	0.31	0.32	0.23	0.23	52.6	52.3	7.75	7.35		6.1
AFFILIATION:														
Chain	\$ 40.08	\$ 38.87	\$ 12.26	\$ 11.75	0.30	0.30	0.21	0.21	47.9	47.2	\$ 8.07	\$ 7.73		0.8
Independent	72.25	69.20	13.10	12.51	0.32	0.32	0.23	0.23	44.2	46.1	7.89	7.78		1.6
LOCATION:														
Center City	\$ 45.12	\$ 43.41	\$ 14.37	\$ 13.86	0.29	0.29	0.21	0.21	53.4	52.9	\$ 10.79	\$ 10.42		-0.2
Suburban	38.37	37.95	9.55	9.42	0.34	0.33	0.23	0.23	44.7	43.5	5.74	5.60		4.7
Airport	34.00	33.56	10.44	10.11	0.32	0.33	0.22	0.21	46.2	45.1	6.17	5.84		-2.2
Highway	34.79	34.51	9.20	8.59	0.32	0.33	0.23	0.23	36.9	38.0	4.59	4.30		-2.1
Resort	64.05	60.78	13.96	13.03	0.32	0.32	0.22	0.21	40.1	41.0	7.40	7.11		2.4
SIZE:														
Under 150 Rooms	\$ 46.16	\$ 44.22	\$ 9.26	\$ 8.61	0.36	0.36	0.26	0.26	44.2	42.9	\$ 5.10	\$ 4.63		-4.7
150 - 299 Rooms	38.23	37.20	9.86	9.46	0.33	0.34	0.23	0.24	46.2	46.2	6.23	5.98		2.0
300 - 600 Rooms	47.43	45.90	12.72	12.31	0.31	0.31	0.22	0.21	44.4	44.5	7.56	7.49		3.4
Over 600 Rooms	50.34	48.13	15.62	14.83	0.28	0.28	0.19	0.19	50.4	50.2	11.11	10.43		-1.6
TYPE:														
Hotel	\$ 50.27	\$ 48.31	\$ 13.39	\$ 12.80	0.30	0.30	0.21	0.21	47.8	47.9	\$ 8.83	\$ 8.50		0.9
Motel	27.36	26.61	7.50	7.23	0.35	0.35	0.23	0.23	41.9	40.5	4.23	3.99		1.6
Economy	8.96	8.64	5.44	5.48	*	*	*	*	*	*	*	*		16.1
All Suites	44.96	45.61	14.54	14.00	0.32	0.32	0.25	0.25	42.4	41.8	8.16	7.76		-2.5

* Insufficient Response

TWELVE MONTH ROOMS REPORT - AS OF JUNE 1989

	OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		ROOM SALES PER GUEST		ROOMS PAYROLL PER OCCUPIED ROOM		ROOMS PAYROLL PERCENT OF ROOMS SALES	
	1989	1988	1989	1988	1989	1988	1989	1988	1989	1988	1989	1988
TOTAL	66.3	65.3	63.6	62.8	\$ 71.17	\$ 68.73	\$ 49.62	\$ 47.97	\$ 17.97	\$ 17.08	21.1	21.0
CENSUS REGION:												
Northeast	71.3	73.6	46.3	44.4	\$111.83	\$106.01	\$ 79.16	\$ 75.94	\$ 25.19	\$ 23.06	21.5	20.8
North Central	62.1	61.8	40.8	42.1	55.39	53.43	41.05	39.44	15.22	12.87	26.0	22.8
South	66.8	64.4	79.6	79.9	63.49	60.76	41.08	39.14	15.27	15.17	19.5	20.5
West	63.9	63.5	59.0	57.7	65.96	64.42	46.17	45.35	14.90	14.42	22.7	22.8
CENSUS DIVISION:												
New England	64.7	67.9	41.1	40.2	\$ 85.93	\$ 81.65	\$ 62.08	\$ 58.84	\$ 19.89	\$ 18.38	21.8	21.4
Middle Atlantic	73.9	75.8	47.3	45.3	120.76	114.52	82.49	79.35	26.66	24.36	21.5	20.7
South Atlantic	69.4	67.4	91.3	91.9	66.80	63.75	40.87	38.73	16.12	16.09	19.5	20.7
East North Central	62.5	62.7	38.4	39.9	57.08	54.47	43.29	41.02	16.83	13.40	27.4	23.0
East South Central	54.6	57.7	*	*	44.71	44.38	*	*	*	*	*	*
West North Central	61.2	60.3	45.0	46.1	52.34	51.52	37.24	36.70	12.23	11.90	22.8	22.4
West South Central	61.1	57.5	48.5	47.9	55.10	53.16	41.94	40.62	12.86	12.51	19.3	19.5
Mountain	57.9	56.2	49.4	47.9	53.69	52.63	39.30	38.65	14.25	14.48	24.0	25.2
Pacific	67.4	68.2	61.5	60.2	72.09	70.74	47.80	46.97	15.33	14.39	22.0	21.3
AFFILIATION:												
Chain	66.7	65.6	60.8	60.0	\$ 68.58	\$ 66.45	\$ 48.71	\$ 47.19	\$ 17.30	\$ 16.21	21.1	20.5
Independent	64.5	64.1	76.0	75.7	83.76	79.71	53.33	51.15	21.87	21.99	21.5	23.5
LOCATION:												
Center City	66.6	66.1	51.2	50.6	\$ 91.90	\$ 88.12	\$ 65.91	\$ 62.94	\$ 21.90	\$ 20.64	21.2	21.1
Suburban	63.4	61.5	50.7	49.3	58.76	57.85	40.08	39.81	13.28	12.80	20.8	20.5
Airport	66.7	66.7	38.9	39.4	56.93	55.57	45.44	44.45	15.06	12.79	24.4	21.3
Highway	65.4	64.6	86.7	85.5	45.60	44.29	27.31	26.59	11.84	10.97	22.0	21.0
Resort	69.7	67.9	102.5	102.6	84.30	79.81	47.31	45.10	18.55	18.96	19.2	21.1
SIZE:												
Under 150 Rooms	63.8	62.6	64.1	62.7	\$ 48.55	\$ 46.82	\$ 32.39	\$ 31.52	\$ 14.24	\$ 13.50	27.4	27.4
150 - 299 Rooms	63.2	61.6	56.6	55.2	60.67	59.41	41.78	41.26	15.90	14.60	22.8	21.5
300 - 600 Rooms	66.6	65.7	62.2	62.0	76.31	73.39	50.77	48.78	15.87	15.40	19.2	19.5
Over 600 Rooms	73.5	73.4	71.1	70.5	98.52	93.55	62.06	59.23	22.85	21.67	20.8	21.0
TYPE:												
Hotel	66.7	66.3	56.4	56.1	\$ 85.79	\$ 82.49	\$ 59.12	\$ 56.82	\$ 19.30	\$ 18.57	20.5	20.8
Motor Hotel	65.4	63.4	71.0	68.6	46.29	45.04	29.65	29.23	12.77	10.61	24.3	20.9
Economy	64.6	63.7	83.3	84.2	36.50	35.18	21.65	20.91	12.93	12.71	38.2	38.5
All Suites	69.2	67.5	114.0	113.6	82.17	79.10	41.65	40.11	18.68	18.27	19.9	20.2

* Insufficient Response

TWELVE MONTH TREND REPORT - AS OF JUNE 1989

	SALES PERCENT CHANGE				OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		TOTAL SALES PER OCCUPIED ROOM	
	TOTAL	ROOMS	F&B	OTHER	JUN	% CHG	JUN	% CHG	JUN	% CHG	JUN	% CHG
TOTAL	7.1	7.4	5.7	10.3	66.3	1.5	63.6	1.3	\$ 71.17	3.6	\$102.44	3.3
CENSUS REGION:												
Northeast	2.1	2.2	-	8.2	71.3	-3.1	46.3	4.3	\$111.83	5.5	\$162.06	5.4
North Central	3.5	3.9	3.0	0.7	62.1	0.5	40.8	-3.1	55.39	3.7	87.11	3.2
South	9.7	10.0	8.1	13.7	66.8	3.7	79.6	-0.4	63.49	4.5	90.47	4.3
West	10.0	10.0	10.0	9.4	63.9	0.6	59.0	2.3	65.96	2.4	92.74	2.4
CENSUS DIVISION:												
New England	1.8	1.0	1.1	11.7	64.7	-4.7	41.1	2.2	\$ 85.93	5.2	\$121.63	6.1
Middle Atlantic	2.2	2.6	-0.2	7.2	73.9	-2.5	47.3	4.4	120.76	5.4	175.99	5.1
South Atlantic	10.0	10.3	8.2	14.0	69.4	3.0	91.3	-0.7	66.80	4.8	96.93	4.5
East North Central	3.7	4.5	2.4	0.6	62.5	-0.3	38.4	-3.8	57.08	4.8	87.43	3.9
East South Central	-4.6	-4.8	2.0	*	54.6	-5.4	*	*	44.71	0.7	65.27	0.9
West North Central	3.0	2.7	3.9	1.0	61.2	1.5	45.0	-2.4	52.34	1.6	86.54	1.9
West South Central	9.3	9.4	8.2	13.8	61.1	6.3	48.5	1.3	55.10	3.6	73.83	3.6
Mountain	6.0	4.7	11.1	4.9	57.9	3.0	49.4	3.1	53.69	2.0	77.23	3.3
Pacific	11.6	12.1	9.7	20.3	67.4	-1.2	61.5	2.2	72.09	1.9	100.50	1.4
AFFILIATION:												
Chain	6.8	7.2	5.0	8.6	66.7	1.7	60.8	1.3	\$ 68.58	3.2	\$ 96.11	2.8
Independent	8.4	8.0	7.8	14.6	64.5	0.6	76.0	0.4	83.76	5.1	133.27	5.5
LOCATION:												
Center City	5.9	6.3	4.2	8.1	66.6	0.8	51.2	1.2	\$ 91.90	4.3	\$131.70	3.9
Suburban	8.9	8.5	8.9	13.9	63.4	3.1	50.7	2.8	58.76	1.6	82.32	1.9
Airport	5.7	7.1	2.1	3.2	66.7	-	38.9	-1.3	56.93	2.4	78.44	1.1
Highway	5.9	6.0	4.9	8.1	65.4	1.2	86.7	1.4	45.60	3.0	57.95	2.8
Resort	9.3	9.4	7.9	13.7	69.7	2.7	102.5	-0.1	84.30	5.6	134.64	5.5
SIZE:												
Under 150 Rooms	6.8	7.5	3.2	4.4	63.8	1.9	64.1	2.2	\$ 48.55	3.7	\$ 58.94	3.0
150 - 299 Rooms	7.9	7.8	8.1	9.1	63.2	2.6	56.6	2.5	60.67	2.1	85.91	2.3
300 - 600 Rooms	8.2	8.3	7.3	11.8	66.6	1.4	62.2	0.3	76.31	4.0	114.20	3.9
Over 600 Rooms	5.6	6.1	3.0	10.3	73.5	0.1	71.1	0.9	98.52	5.3	147.62	4.8
TYPE:												
Hotel	6.8	7.1	5.3	10.5	66.7	0.6	56.4	0.5	\$ 85.79	4.0	\$129.91	3.7
Motor Hotel	5.9	7.2	5.5	7.6	65.4	3.2	71.0	3.5	46.29	2.8	57.89	2.5
Economy	10.3	10.0	22.9	16.7	64.6	1.4	83.3	-1.1	36.50	3.8	37.84	4.1
All Suites	10.8	9.6	15.7	10.5	69.2	2.5	114.0	0.4	82.17	3.9	111.00	5.0

* Insufficient Response

- No Change

TWELVE-MONTH VARIATION REPORT - AS OF JUNE 1989

	SALES PERCENT CHANGE						SALES PER OCCUPIED ROOM PERCENT CHANGE				PAYROLL PER OCCUPIED ROOM PERCENT CHANGE		
	TOTAL	ROOMS	F&B	FOOD	BEV	OTHER	TOTAL	ROOMS	F&B	OTHER	TOTAL	ROOMS	F&B
TOTAL	7.1	7.4	5.7	6.9	2.4	10.3	3.3	3.6	3.6	8.1	5.7	5.2	3.9
CENSUS REGION:													
Northeast	2.1	2.2	-	0.9	-2.3	8.2	5.4	5.5	2.9	11.7	10.7	9.2	8.1
North Central	3.5	3.9	3.0	4.1	-0.2	0.7	3.2	3.7	1.8	-0.3	7.9	18.3	1.0
South	9.7	10.0	8.1	9.2	5.3	13.7	4.3	4.5	4.5	9.6	2.5	0.7	2.2
West	10.0	10.0	10.0	12.1	3.9	9.4	2.4	2.4	4.3	1.7	3.8	3.3	3.6
CENSUS DIVISION:													
New England	1.8	1.0	1.1	1.3	0.5	11.7	6.1	5.2	5.9	16.9	7.7	8.2	9.3
Middle Atlantic	2.2	2.6	-0.2	0.8	-2.9	7.2	5.1	5.4	2.3	10.3	11.3	9.4	7.9
South Atlantic	10.0	10.3	8.2	9.2	5.5	14.0	4.5	4.8	5.1	10.3	3.1	0.2	2.7
East North Central	3.7	4.5	2.4	3.1	0.7	0.6	3.9	4.8	1.9	0.3	10.8	25.6	-0.2
East South Central	-4.5	-4.8	2.0	2.6	0.4	*	0.9	0.7	8.6	*	*	*	*
West North Central	3.0	2.7	3.9	5.7	-1.6	1.0	1.9	1.6	1.7	-1.0	2.3	2.8	2.9
West South Central	9.3	9.4	8.2	9.4	4.6	13.8	3.6	3.6	2.7	7.5	0.7	2.8	1.0
Mountain	6.0	4.7	11.1	15.6	-0.4	4.9	3.3	2.0	8.5	1.4	1.9	-1.6	0.8
Pacific	11.6	12.1	9.7	11.1	5.4	20.3	1.4	1.9	3.0	9.1	7.7	6.5	6.6
AFFILIATION:													
Chain	6.8	7.2	5.0	6.2	1.8	8.6	2.8	3.2	2.5	6.2	6.0	6.7	3.9
Independent	8.4	8.0	7.8	9.0	4.3	14.6	5.5	5.1	7.5	13.8	5.3	-0.5	4.6
LOCATION:													
Center City	5.9	6.3	4.2	5.6	0.2	8.1	3.9	4.3	3.6	7.7	6.9	6.1	4.9
Suburban	8.9	8.5	8.9	10.9	3.6	13.9	1.9	1.6	3.5	9.1	3.6	3.8	2.9
Airport	5.7	7.1	2.1	3.7	-2.5	3.2	1.1	2.4	1.5	1.5	9.3	17.7	4.2
Highway	5.9	6.0	4.9	7.1	-1.1	8.1	2.8	3.0	0.2	3.2	2.8	7.9	-4.6
Resort	9.3	9.4	-7.9	8.0	7.6	13.7	5.5	5.6	5.5	11.4	4.7	-2.2	4.6
SIZE:													
Under 150 Rooms	6.8	7.5	3.2	4.4	-0.1	4.4	3.0	3.7	3.2	4.1	4.2	5.5	4.9
150 - 299 Rooms	7.9	7.8	8.1	10.4	2.0	9.1	2.3	2.1	4.5	4.8	4.0	8.9	0.8
300 - 600 Rooms	8.2	8.3	7.3	8.3	4.2	11.8	3.9	4.0	3.1	8.1	3.6	3.1	2.5
Over 600 Rooms	5.6	6.1	3.0	3.5	1.4	10.3	4.8	5.3	4.0	11.3	8.9	5.4	7.2
TYPE:													
Hotel	6.8	7.1	5.3	6.2	2.6	10.5	3.7	4.0	3.6	9.1	5.8	3.9	4.2
Motor Hotel	6.9	7.2	5.5	7.4	0.3	7.6	2.5	2.8	2.2	3.9	10.2	20.4	4.4
Economy	10.3	10.0	22.9	20.6	30.3	16.7	4.1	3.8	8.3	11.3	0.1	1.7	*
All Suites	10.8	9.6	15.7	20.3	3.0	10.5	5.0	3.9	11.2	5.2	1.7	2.2	0.5

* Insufficient Response

- No Change

TWELVE MONTH FOOD AND BEVERAGE REPORT - AS OF JUNE 1988

	F&B SALES PER OCCUPIED ROOM		AVERAGE RECEIPT PER COVER		FOOD COST PERCENT OF FOOD SALES		BEV COST PERCENT OF BEV SALES		F&B PAYROLL PERCENT OF F&B SALES		F&B PAYROLL PER COVER		NUMBER COVERS SERVED
	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988	1987	1988	% CHG
TOTAL	\$ 44.21	\$ 42.67	\$ 12.51	\$ 11.89	0.31	0.32	0.22	0.22	47.8	47.6	\$ 8.19	\$ 7.88	2.1
CENSUS REGION:													
Northeast	\$ 49.48	\$ 48.07	\$ 16.11	\$ 15.65	0.29	0.29	0.20	0.20	52.9	50.3	\$ 11.51	\$ 10.72	-2.5
North Central	43.54	42.75	9.41	9.21	0.33	0.33	0.23	0.23	43.8	44.2	5.47	5.41	2.1
South	40.35	38.61	12.19	11.43	0.32	0.32	0.22	0.22	45.3	46.1	7.55	7.36	2.9
West	48.40	46.41	11.77	10.83	0.32	0.33	0.22	0.22	48.9	50.2	7.40	6.95	5.2
CENSUS DIVISION:													
New England	\$ 49.72	\$ 46.95	\$ 13.06	\$ 12.51	0.32	0.33	0.23	0.23	53.8	51.8	\$ 9.75	\$ 9.18	-2.5
Middle Atlantic	49.43	48.30	16.84	16.40	0.28	0.28	0.20	0.20	52.7	50.0	11.92	11.07	-2.5
South Atlantic	44.45	42.30	13.04	12.07	0.32	0.32	0.22	0.22	44.8	45.6	7.95	7.68	1.5
East North Central	42.03	41.24	9.04	8.93	0.33	0.34	0.23	0.23	44.2	44.9	5.43	5.45	2.2
East South Central	25.83	23.79	*	*	*	*	*	*	*	*	*	*	*
West North Central	46.08	45.33	9.92	9.58	0.32	0.32	0.24	0.23	43.1	43.1	5.52	5.35	2.1
West South Central	29.55	28.76	9.43	9.22	0.33	0.33	0.21	0.23	47.5	48.5	6.27	6.28	8.1
Mountain	47.23	43.51	13.37	11.05	0.31	0.35	0.22	0.22	43.7	47.8	7.22	7.05	0.7
Pacific	48.77	47.36	11.41	10.78	0.32	0.33	0.23	0.22	54.2	52.7	7.53	6.87	6.3
AFFILIATION:													
Chain	\$ 39.14	\$ 38.17	\$ 12.10	\$ 11.58	0.31	0.31	0.21	0.21	47.8	47.2	\$ 8.00	\$ 7.65	1.9
Independent	69.03	64.23	14.06	13.12	0.32	0.33	0.23	0.23	47.8	49.0	9.08	8.94	3.0
LOCATION:													
Center City	\$ 44.24	\$ 42.69	\$ 14.49	\$ 13.73	0.29	0.29	0.21	0.21	52.5	52.2	\$ 10.51	\$ 10.02	0.8
Suburban	39.76	38.43	10.15	9.58	0.34	0.34	0.23	0.23	44.6	43.4	5.97	5.82	5.5
Airport	33.81	33.30	10.41	10.03	0.32	0.33	0.22	0.22	46.5	45.6	6.41	6.09	-0.4
Highway	33.42	33.35	8.95	8.58	0.33	0.33	0.22	0.23	39.5	40.2	4.64	4.58	0.9
Resort	59.16	56.07	13.76	13.07	0.33	0.33	0.21	0.22	43.5	44.1	8.15	7.89	3.4
SIZE:													
Under 150 Rooms	\$ 43.27	\$ 41.91	\$ 9.11	\$ 8.57	0.37	0.37	0.26	0.27	43.4	43.3	\$ 5.00	\$ 4.71	-2.8
150 - 299 Rooms	38.25	36.61	10.61	9.70	0.33	0.34	0.24	0.24	45.9	47.0	6.50	6.35	2.7
300 - 600 Rooms	45.10	43.73	12.39	12.02	0.32	0.32	0.22	0.22	46.4	46.4	7.74	7.64	5.2
Over 600 Rooms	49.16	47.29	15.58	14.84	0.29	0.29	0.19	0.19	50.9	49.6	11.13	10.31	-1.3
TYPE:													
Hotel	\$ 48.39	\$ 46.69	\$ 13.34	\$ 12.71	0.31	0.31	0.21	0.21	49.0	48.5	\$ 8.95	\$ 8.57	1.6
Motor Hotel	27.04	26.46	7.49	7.30	0.36	0.36	0.23	0.23	42.0	41.2	4.32	4.19	4.3
Economy	9.09	8.39	*	*	*	*	*	*	*	*	*	*	*
All Suites	50.55	45.46	17.21	14.32	0.28	0.33	0.24	0.25	39.3	43.7	8.66	8.41	1.6

* Insufficient Response

NATIONAL TREND OF BUSINESS

Lodging Industry

A SERVICE TO THE CLIENTS OF LAVENTHOL & HORWATH

© 1989 Laventhol & Horwath

JULY 1989 COMPARED WITH JULY 1988

MODERATION IN OCCUPANCY RATES ROOM RATES CONTINUE TO RISE

The national occupancy rate for the month of July rose a moderate 0.4 percent to 71.2 percent. The Northeast and North Central regions experienced decreases in occupancy rates of 3.1 percent and 2.4 percent, respectively. Declines were noted in all segments of the lodging industry dropping as much as 4.1 percent. The only two exceptions were the Middle Atlantic and Mountain divisions. Taking a close look at the properties by location, suburban establishments show the highest increase in occupancy of 2.4 percent. The year-to-date national occupancy rate stands at 68.0 percent, 0.6 percent above the first seven months of 1988. The only region showing an increase on a year-to-date basis is the Southern region with an occupancy of 71.0 percent.

The average daily rate for a room during the month of July was \$67.52, an increase of 3.2 percent from the previous year. The South Atlantic region noted the greatest increase in average room rate of 7.1 percent, while the Northeast region still holds the highest occupancy rate of \$107.64. The sole division to show decline in the lodging industry, (that of 2.0), was the Mountain division with an average rate of \$49.27. The year-to-date national room rate of \$73.22, is 3.8 percent higher than the comparable 1988 level.

An increase in room sales of 5.0 percent combined with an increase in food and beverage sales of 1.1 percent and other revenues of 8.2 percent increased total sales 2.6 percent above July 1988 levels. Food and beverage sales per occupied room increased slightly, as did the average receipt per cover. The number of covers served by food and beverage operations increased 0.1 percent for the month of July, while increasing 0.8 percent on a year-to-date basis.

SEASONALLY ADJUSTED OCCUPANCY RATES FOR THE MAJOR CLASSIFICATIONS

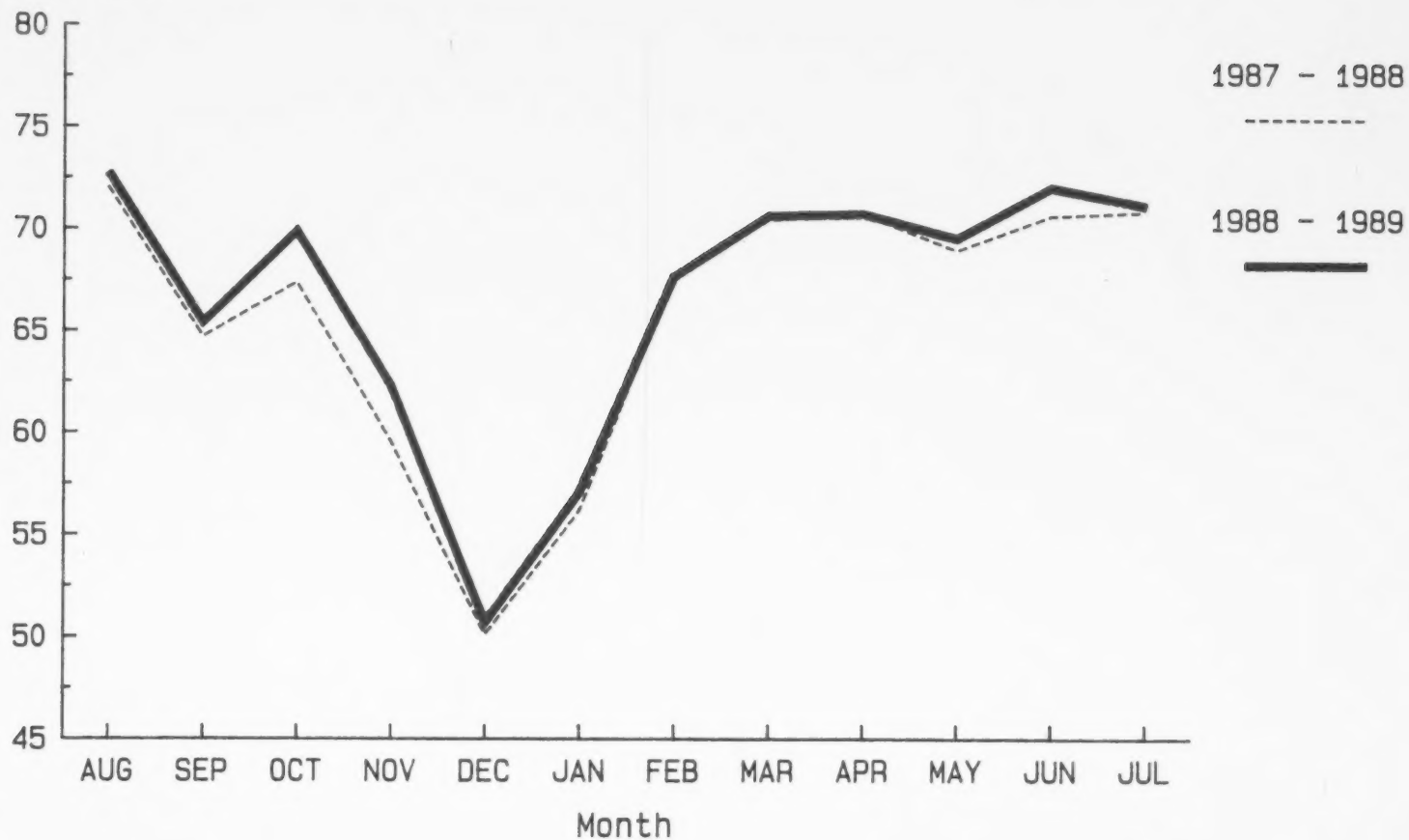
	This Month	Percentage Changes*
TOTAL U.S.A.	66.9%	0.2%
AFFILIATION:		
Chain	66.5	-0.6
Independent	69.0	1.3
CENSUS REGION:		
Northeast	68.9	-5.5
North Central	60.9	1.3
South	67.4	-1.7
West	66.7	2.5
CENSUS DIVISION:		
New England	61.0	-5.3
Middle Atlantic	71.9	-6.3
South Atlantic	72.2	-2.7
East North Central	62.3	0.7
East South Central	**	**
West North Central	58.4	2.1
West South Central	59.7	-1.2
Mountain	62.5	4.7
Pacific	70.0	3.7
LOCATION:		
Center City	65.7	0.2
Suburban	62.8	-2.3
Airport	73.8	0.5
Highway	62.7	-2.2
Resort	70.8	-3.4
SIZE:		
Under 150 rooms	62.0	-2.5
150 to 299 rooms	63.7	0.0
300 to 600 rooms	68.3	1.3
Over 600 rooms	77.5	2.5
TYPE:		
Hotel	67.7	0.4
Motor Hotel	66.9	-0.2
Economy	66.1	-2.8

* From Previous Month
** Insufficient Response

Mark Lomanno, Director
Myra Nyz, Consultant
Research Division

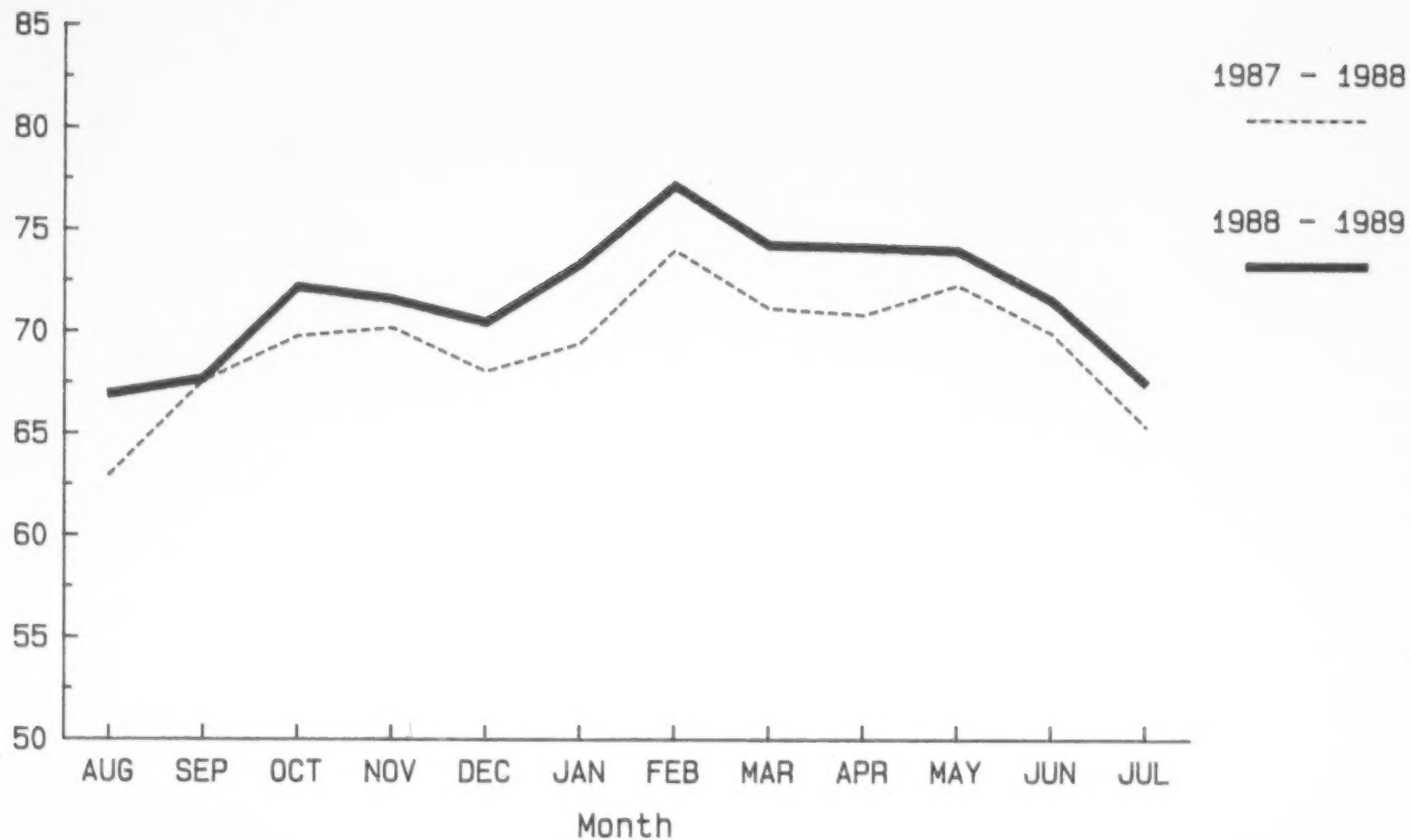
NATIONAL OCCUPANCY RATE
AUGUST 1987 - JULY 1988
AUGUST 1988 - JULY 1989

Occupancy Rate



NATIONAL AVERAGE ROOM RATE
AUGUST 1987 - JULY 1988
AUGUST 1988 - JULY 1989

Average Room Rate



ROOMS REPORT - JULY 1989 COMPARED WITH JULY 1988

	OCCUPANCY PERCENT		DOUBLE OCCUPANCY PERCENT		ROOM SALES PER OCCUPIED ROOM		ROOM SALES PER GUEST		ROOMS PAYROLL PER OCCUPIED ROOM		ROOMS PAYROLL PERCENT OF ROOMS SALES	
	1989	1988	1989	1988	1989	1988	1989	1988	1989	1988	1989	1988
TOTAL	71.2	70.9	83.7	83.9	\$ 67.52	\$ 65.40	\$ 41.58	\$ 40.23	\$ 18.19	\$ 17.62	22.9	22.9
CENSUS REGION:												
Northeast	68.4	70.6	56.3	59.2	\$107.64	\$104.95	\$ 72.45	\$ 69.06	\$ 26.21	\$ 24.77	23.7	22.9
North Central	67.9	70.3	53.5	51.0	56.47	54.39	37.13	35.91	11.86	12.66	21.1	23.7
South	71.9	70.7	104.6	105.2	58.74	55.60	31.36	29.82	15.43	14.90	22.2	22.6
West	72.9	72.1	79.2	79.6	67.22	66.77	43.40	42.33	15.49	14.30	24.6	23.5
CENSUS DIVISION:												
New England	66.1	68.9	42.9	49.4	\$ 81.40	\$ 80.46	\$ 62.44	\$ 57.72	\$ 15.37	\$ 15.89	17.7	18.5
Middle Atlantic	69.2	71.2	58.6	61.0	116.39	113.00	74.03	70.95	28.90	26.86	24.8	23.7
South Atlantic	76.2	73.8	116.6	116.1	61.27	57.23	30.71	28.81	16.33	15.75	22.3	22.9
East North Central	68.1	70.6	52.3	50.2	57.18	55.12	38.37	37.15	11.95	13.34	20.8	24.2
West North Central	67.7	69.8	55.9	52.7	55.41	53.28	34.58	33.35	11.68	11.37	21.9	22.5
West South Central	62.6	64.2	65.7	73.5	52.18	51.70	34.11	33.49	12.86	12.75	22.0	21.6
Mountain	66.9	65.2	50.1	59.5	49.27	50.29	24.95	24.34	14.79	11.36	33.3	25.3
Pacific	76.1	76.2	80.9	80.8	75.42	75.12	44.28	43.29	15.67	15.07	23.1	23.2
AFFILIATION:												
Chain	70.8	70.9	82.0	80.3	\$ 65.70	\$ 63.59	\$ 41.15	\$ 40.16	\$ 17.84	\$ 17.19	22.9	22.8
Independent	72.9	70.9	92.8	102.3	77.39	75.45	43.67	40.55	20.78	20.91	23.0	23.7
LOCATION:												
Center City	65.6	67.2	65.6	68.9	\$ 85.27	\$ 83.37	\$ 56.03	\$ 53.39	\$ 23.50	\$ 22.76	24.1	23.9
Suburban	69.6	68.0	68.4	68.0	58.15	55.90	36.32	34.95	13.37	12.86	21.5	21.5
Airport	71.2	70.9	51.5	56.0	54.69	53.65	41.14	39.39	14.07	13.67	22.9	23.1
Highway	76.5	75.6	119.0	108.4	49.56	47.36	24.67	24.23	11.12	11.03	20.1	20.9
Resort	77.5	76.5	132.4	133.3	79.24	73.90	36.46	34.44	17.62	16.29	21.5	21.3
SIZE:												
Under 150 Rooms	71.2	71.6	78.2	79.8	\$ 51.70	\$ 49.98	\$ 30.23	\$ 28.98	\$ 14.32	\$ 13.18	28.9	26.9
150 - 299 Rooms	69.5	69.5	75.7	72.8	59.42	58.06	36.41	36.29	15.20	15.29	21.7	22.2
300 - 600 Rooms	70.3	69.6	82.0	82.5	70.81	68.21	41.86	40.36	15.95	15.72	21.4	21.9
Over 600 Rooms	74.9	74.4	94.7	96.3	88.36	85.62	49.77	47.54	23.57	22.39	23.8	23.3
TYPE:												
Hotel	68.4	68.0	76.9	77.8	\$ 79.01	\$ 76.79	\$ 48.93	\$ 47.10	\$ 20.03	\$ 19.46	23.2	23.2
Motor Hotel	75.4	75.4	88.7	86.1	48.66	46.45	27.27	26.64	10.38	9.76	19.1	18.6
Economy	79.6	79.6	104.8	114.5	40.25	37.38	18.83	16.67	11.84	11.22	32.6	33.6
All Suites	73.1	73.8	169.9	160.0	81.46	78.74	29.81	30.08	20.23	18.87	22.0	21.2

* Insufficient Response